AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the

application.

Listing of Claims:

1.   (Currently Amended) A digital television (DTV) receiver configured to

receive a digital television signal containing program and system information protocol (PSIP)

data, which when received by the DTV receiver causes the DTV receiver to perform the

following method comprising~~memory readable by a computer device DTV receiver causes~~

~~the DTV receiver to perform the following method~~and ~~to contain program and system~~

~~information protocol (PSIP) data bout digital television (DTV) content, the memory being~~

~~organized to contain a data structure comprising~~:

parsing an information type descriptor including an information type identification

field that contains a code specifying a data type of a logo graphic to be displayed on a display

screen, the logo graphic being associated with a broadcaster or a source of an event in a DTV

data stream, wherein the information type descriptor further includes an information

description field that contains description data associated with the data type of the logo

graphic, and wherein the logo graphic is received from a digital television (DTV) transmitter;

and

displaying the logo graphic in an Electronic Program Guide (EPG) using at least one

of the data type of the logo graphic and the description data assoicated with the data type of

the logo graphic;~~and~~

~~an extended information descriptor including an information expected usage field that~~

~~includes a first field describing an expected usage of the logo graphic, the expected usage~~

~~including a display option of the logo graphic.~~

2.   (Currently Amended) The ~~memory~~DTV receiver of claim 1, wherein each of said information type descriptor and said extended information descriptor further includes:

a descriptor tag field; and

a descriptor length field.

3.   (Currently Amended) The ~~memory~~DTV receiver of claim 2, wherein said descriptor tag field has a value of 0xC9 for said information type descriptor and a value of 0xC8 for said extended information descriptor.

4.   (Canceled)

5.   (Currently Amended) The ~~memory~~DTV receiver of claim 1, wherein the code included in the information type identification field characterizes said logo graphic as one of:

a GIF-formatted image file;

a JPEG-formatted image file;

a TIFF-formatted image file;

an ASCII text file;

an HTML-formatted text file;

an XML-formatted text file;

a basic audio formatted file having a .au file extension;

an MPEG-formatted audio file;

a WAV-formatted audio file;

an MPEG-formatted video file;

a Quicktime-formatted video file;

an AVI-formatted video file; and

a user-defined formatted file.

6.   (Currently Amended) The ~~memory~~DTV receiver of claim 1, wherein said

information type descriptor further includes:

an information description length field; and

an information description text field.

7.   (Currently Amended) The ~~memory~~DTV receiver of claim 6, wherein said

information description length field identifies a length of said information description text

field.

8.   (Currently Amended) The ~~memory~~DTV receiver of claim 6, wherein said

information description text field includes text that characterizes said logo graphic associated

with the broadcaster or the source of the event in the DTV data stream.

9.   (Currently Amended) The ~~memory~~DTV receiver of claim 8, wherein said

information type identification field includes a code description corresponding to said text

description in said information description text field.

10.   (Currently Amended) The ~~memory~~DTV receiver of claim 1, wherein said

extended information descriptor further includes:

an information location length field; and

an information location text field.

11.   (Currently Amended) The ~~memory~~DTV receiver of claim 1, wherein said

information expected usage field further includes:

a second field that describes said logo graphic as being an advertisement or not; and

a third field that describes a location on a display screen where said creator of said

extended information descriptor anticipates that a representation of said logo graphic should

be positioned.

12.   (Currently Amended) The ~~memory~~DTV receiver of claim 1, wherein said first

field describes said logo graphic as one of:

undefined so as to have no expected usage;

extended event, extended programming guide (EPG) information that is to be

displayed during an EPG display when an event is selected;

extended event selected information that is to be displayed when an event is selected;

extended channel EPG information that is to be displayed during an EPG display

when a channel is selected;

extended channel selected information that is to be displayed when a channel is

selected; and user-defined information.

13.   (Currently Amended) The ~~memory~~DTV receiver of claim 10, wherein said

information location length field identifies a remaining length of said extended information

descriptor as determined by said information location text field.

14.   (Currently Amended) The ~~memory~~DTV receiver of claim 10, wherein said

information location text field includes a string of text that is interpreted by the computer

device as a universal resource locator (URL).

15.   (Currently Amended) The ~~memory~~DTV receiver of claim 14, wherein said

URL is a reference to a data program within said DTV data stream or data external to said

DTV data stream.

16.   (Currently Amended) The ~~memory~~DTV receiver of claim 15, wherein the

external data is from the world wide web (WWW).

17.   (Currently Amended) The ~~memory~~DTV receiver of claim 15, wherein said

data program within said DTV data stream is referenced with a path beginning as

dtv:/

or, said data from the world wide web (WWW) is referenced with a path beginning as

http://

or

http://www.

18.   (Currently Amended) The ~~memory~~DTV receiver of claim 1, further

comprising a link between said an information type descriptor and at least one of a virtual

channel table (VCT) and an event information table (EIT).

19.   (Currently Amended) The ~~memory~~DTV receiver of claim 1, further

comprising a link between said extended information descriptor and at least one of a virtual

channel table (VCT) and an event information table (EIT).

20.   (Currently Amended) The ~~memory~~DTV receiver of claim 1, wherein said first

field describes said logo graphic as being at least one of:

intended to be displayed during a displaying of an EPG; and

intended to be displayed independently of a displaying of an EPG.

21.   (Currently Amended) The ~~memory~~DTV receiver of claim 11, wherein said

third field describes said location as being one of:

undefined so as to have no expected location;

in the background relative to information of greater priority on said display screen;

the upper left quadrant of said display screen;

the upper right quadrant of said display screen;

the lower left quadrant of said display screen;

and in the lower right quadrant of said display screen.

22.   (Currently Amended) A method to generate program and system information protocol (PSIP) data about digital television (DTV) content by a PSIP generator, the method comprising:

generating an information type descriptor including an information type identification field that contains a code specifying a data type of a logo graphic to be displayed on a display screen, the logo graphic being associated with a broadcaster or a source of an event in a DTV data stream, wherein the information type descriptor further includes an information description field that contains description data associated with the data type of the logo graphic, and wherein the logo graphic is received from a digital television (DTV) transmitter; and

generating an extended information descriptor including an information expected usage field specifying an expected usage of the logo graphic, the expected usage including a display option of the logo graphic; and

generating at least one PSIP table including the information type descriptorand the extended information descriptor.

23-26. (Canceled)

27.   (Currently Amended) A method to generate an extended programming guide (EPG) display about content in a digital television (DTV) stream of data packets by a DTV receiver, said method comprising:

receiving said DTV stream of data packets, said stream containing at least one

program and system information protocol (PSIP);

recognizing an information type descriptor ~~and an extended information descriptor~~

within said PSIP table, wherein the information type descriptor includes an information type

identification field that contains a code specifying a data type of a logo graphic to be

displayed on a display screen, the logo graphic being associated with a broadcaster or a

source of an event in the DTV stream of data packets, and <u>the information type descriptor</u>

<u>further includes an information description field that contains description data associated with</u>

<u>the data type of the log graphic, and wherein the log graphic is received from a digital</u>

<u>television (DTV) transmitter</u> ~~the extended information descriptor includes an information~~

~~expected usage field which includes a first field describing an expected usage of the logo~~

~~graphic, the expected usage including a display option of the logo graphic;~~ and

generating said EPG display as a function of at least one of the code <u>and the</u>

<u>description data</u> included in the information type identification field ~~and the expected usage~~

~~described in the first field~~.

28-32. (Canceled)